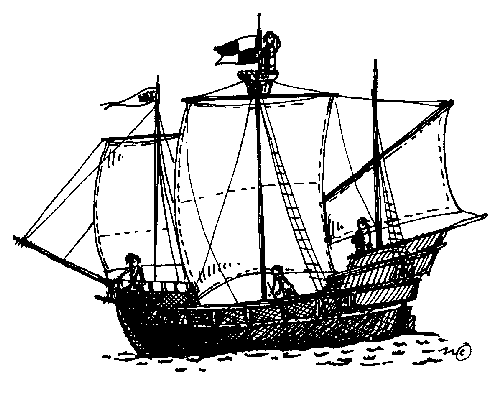
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**Colony Infomercial Assignment**

1. **With your partner, find the information below about the colony you were assigned.**



* Geography & Climate
* Founder(s) & Reason founded
* Politics & Government
* Economy and industry
* People in the colony
* Religion

1. **On your own paper, write a one-two minute infomercial convincing people from England to settle in your colony. Include positive attributes that would attract settlers. Write a slogan or jingle – be creative and informative!**
2. **Find images to use with your infomercial.**
3. **Record the script using iMovie. Both partners must be heard or seen in the infomercial.**

***Hook your viewers and provide accurate information!***

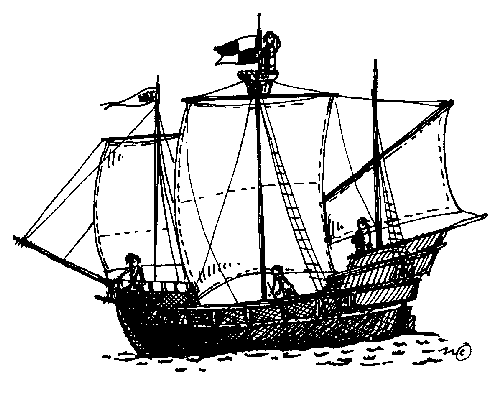
*Do you want freedom of religion? How about freedom of speech? You can get that and more if you settle in . . . .*

*Welcome to Maryland, located in the beautiful rolling hills of eastern North America along the Potomac River overlooking. . .*

*If you want liberty, we have the place for you . . . .*

*Virtue, liberty, and independence. You want it, we got it . . . .*



**Colony Infomercial Assessment**

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_

Colony: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **4** | **3** | **2** | **1** |
| **Content** | Includes more information than was required. | Student includes all information that was required. | Includes most information that was required. | Includes less information than was required. |
| **Historical Accuracy** | All historical information is accurate. | Almost all of the historical information is accurate. Only minor errors. | Most all of the historical information is accurate. | Very little of the historical information is accurate. |
| **Script** | Script is creative, interesting, and original, and clearly informs about the topic. | Script clearly informs about the topic. | Script provides some information, but it needs to tell more about the topic. | The script is not accurate or informative. |
| **Use of voice/narration** | Pronounces correctly & speaks clearly in a conversational style. | Speaks in conversational style. | Some conversational style, but occasionally speaks in monologue or too quickly. | Always speaks too quickly or monologue making it difficult to understand. |
| **Visual Attractiveness** | Makes excellent use of images, font, color, graphics, effects, etc. to enhance the infomercial. | Makes good use of images, font, color, graphics, effects, etc. to enhance to infomercial. | Makes use of images, font, color, graphics, effects, etc., but occasionally these detract from the infomercial content. | Uses font, color, graphics, effects etc. but these often distract from the infomercial content. |
| **Length of Presentation** | 1-2 minutes |  |  | More than 2 minutes or less than 1 minute |
| **Comments:** | | | | |